

## **SERVICE PROVIDER "DUMPS" ALL CONTRACTED CLIENTS TO HELP JUST ONE**

### **half full in Search of Worthy Recipient for 2 Weeks of Donated Service**

HOBOKEN, NEW JERSEY - January 13, 2011 – For strategic planning and creative marketing communications service provider, half full, llc, it's their favorite time of the year again – time to get dumped. The company has started its search for the recipient of the "2011 half full bucket dump," the annual program that applies the company's commitment to corporate and social responsibility to help those in the community most in need.

For every contract signed by the company throughout the year, 5 hours of half full consulting and execution time is added to the half full bucket. At the end of each calendar year, the bucket of hours is "dumped" and given to an individual, cause, organization or business in need of assistance in overcoming obstacles and moving forward strategically.

"My personal vision and that of the company's is to always have the means to give," said Rebecca Twitchell, Founder of half full, "and to us, that doesn't always mean writing a check ... it means helping individuals, businesses and organizations move ahead by giving them the gift of strategic and creative time. "

The submission window is now open for this year's search for a recipient. For anyone interested or aware of a candidate who would benefit from the donation of nearly 80 of half full's strategic planning and creative marketing communication hours, it is a fairly simple process – tell the candidate's story. Full submission details are included below. Submission window closes February 7, 2011.

Twitchell co founded *half full* in 2005 and relaunched it in 2009 when she acquired it from her co founding partners. As part of the "new" half full and its continued vision to always have the means to give, Twitchell created the "half full bucket dump."

Last year's recipient of the bucket dump was a specialty sandwich shop located in Hoboken, NJ. half full helped introduce a new strategy, identity, featured artist and musician of the month, and a mentorship program. Creative marketing promotions included a break dancing character that continues to randomly show up on the streets of Hoboken to get residents moving and enjoying free sandwich samples.

The more than 15 companies that ultimately assist in the giving of strategic time through signing contracts and working with half full are also promoted through half full's bucket dump. Those that wish to be recognized for their corporate responsibility are promoted as "half full" companies throughout the company's initiatives. half full's many public vehicles - including its website, Facebook and Twitter accounts, eNewsletters, even t-shirts -- tout the "do gooder" companies that have played a critical role in allowing half full to give back.

"I once had a potential Client ask if he had the choice of not having the 5 hours donated via his contract signing," continued Twitchell. "I told him 'absolutely not,' that it was half full's mission to give those hours away. He smiled and said he was just testing me."

While Twitchell's vision for the company is to always have the means to give, she has her own company strategy. Her next short term goal is to have so many hours in the "bucket" that she cannot personally facilitate any Forwards for an entire month. Otherwise known as a corporate retreat, half full trademarked the word "forward" to help instill clients with a sense of forward momentum as half full facilitates moving their businesses forward.

## Nomination Details & Criteria

The story should be at least two pages in length and include the following:

1. Who is the candidate?
2. What is your relation to the candidate?
3. Why should this candidate be considered?
4. What obstacles has this candidate already overcome; what obstacle is the candidate currently facing?
5. What is the main area of focus this candidate could benefit from *half full's* service hours?
6. Would this candidate have the potential to "pay it forward" after working with *half full*? i.e., introduce social responsibility into the company, help someone else in need?
7. Submissions due by February 7, 2011.

Everyone is encouraged to apply – individuals, small companies, large companies, non profits, etc. No one is void of the potential to move forward.

Stories should be submitted to [info@half-full.com](mailto:info@half-full.com) and only those with full contact details of both nominator and candidate will be considered. Names, addresses, email, phone numbers, etc. Any existing websites, social media sites, blogs, etc will also be reviewed if submitted. Anyone in current discussions with half full for service will not be considered.

All submissions will remain confidential during the selection process. However, once a recipient has been chosen, half full will contact the chosen recipient about editing for public communication.

### *About half full*

*Motivated by several years of business know how and how "not" to, half full is your go-to for the facilitation of any and all plans to get you from point A to point B. You no longer have any excuses standing in the way of achieving your goals. Known for its unique and creative problem solving techniques, half full has got just what you need to overcome any and all obstacles standing in the way of your perceived impossible. [www.half-full.com](http://www.half-full.com)*

###

### **Contact**

Rebecca Twitchell  
201.334.7134  
[rtwitchell@half-full.com](mailto:rtwitchell@half-full.com)